

Sales Effectiveness Solutions Suite

What Do You Count On to Win?



Even the most unique, innovative products and services have limited stand-alone appeal. To get more wins and build customer loyalty, salespeople need to earn the role of trusted advisor. They need to build customer relationships, and then augment those relationships with unique value propositions. In other words, sales success is as much about the “how” of sales as it is about the “what” of sales. And it is for this reason that Wilson Learning’s Sales Effectiveness approach is geared toward helping salespeople position themselves as trusted business advisors.

Research shows that when the learning and development of sales skills focuses on usage and reinforcement, and is combined with coaching from managers, salespeople get up to speed quicker and you see faster results. The offerings in our Sales Effectiveness Solutions Suite are designed to build proficiency quickly and deliver a higher business impact.

Gaining competitive advantage requires salespeople who have and use:

The Consultant/Strategist Model



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Interpersonal Skills

- Communicate in a form most receptive to the buyer
- Adapt personal selling approach to the buyer's
- Sell the way the customer wants to buy
- Build effective business networks

Consultative Skills

- Earn the prospective customer's trust
- Effectively discover needs, wants, and priorities
- Clearly link solution recommendations to needs
- Anticipate and handle objections
- Close the sale and get optimal results

Strategic Skills

- Identify prospects that are worthy of pursuit
- Define your organization's value to customers
- Influence key decision makers
- Know which opportunities to pursue—and which not to
- Outmaneuver the competition

Our Offerings

- The Versatile Salesperson*
- Networking for Success*
- Global Effectiveness*

- The Counselor Salesperson*
- The Counselor Salesperson Challenge*
- Sales Advantage Series*
- Turbocharging Discovery Agreements*
- Turning Information into Sales*

- Counselor Prospecting*
- Negotiating to Yes™*
- Sales Advantage Series*
- Sales Navigator*

Sales Effectiveness Solutions Suite: Individual Offerings

Program Name	Program Description
Interpersonal Skills <i>The Versatile Salesperson</i>	People are most likely to buy from those they are most comfortable with. In fact, studies show that salespeople who can adjust their selling styles to customers' buying styles enjoy up to a 30 percent win-rate advantage. This offering gives salespeople the interpersonal awareness necessary to strike a chord with customers—and get more wins.
<i>Networking for Success</i>	Business networking skills are critical to effective business performance. Among young business professionals, 60% say they are uncomfortable in business and social settings and 85% say they don't have the networks they need to accomplish their goals. <i>Networking for Success</i> provides the skills they need to develop effective business networks, secure more prospects, and grow their revenue.
<i>Global Effectiveness</i>	This offering sharpens cultural awareness to reduce conflicts, mistakes, and misunderstandings to help salespeople conduct business more effectively with those from different cultures. Salespeople will learn to identify and adapt to communication differences across cultures.
Consultative Skills <i>The Counselor Salesperson</i>	People love to buy. They hate to be sold to. <i>The Counselor Salesperson</i> provides salespeople with the consultative capabilities to understand the customer's business, and then build and advocate real-world solutions for the customer's real-world business problems.
<i>The Counselor Salesperson Challenge (CSP Challenge)</i>	"Inspect what you expect" is an adage that rings true when learning and applying new sales skills. CSP Challenge is an online situational judgment test designed to assess a salesperson's ability to effectively apply the consultative selling skills taught during <i>The Counselor Salesperson (CSP)</i> . It can be used as either a pre-course diagnostic or as a post-course evaluation. Most importantly, it serves as a powerful coaching tool. Managers receive a Coaching Guide, making it easy for them to review the results of the assessment as part of a coaching conversation group sales meeting.
<i>Sales Advantage Series—Consultant Modules</i>	<p><i>Sales Advantage Series</i> helps the salesperson view the customer as a total business—understanding the priorities, processes, and structure. <i>The Sales Advantage Series—Consultant Modules</i> focus on building a consultative mindset and employing critical consultative approaches, skills, and tools to create business-level value for the client. The result is the ability to make more complex sales and reach higher, wider, and deeper within the customer organization.</p> <p>The Consultant Modules include:</p> <ul style="list-style-type: none">• Aligning Sales with Business Value• Conducting Strategic Business Calls: Discovering Critical Success Factors• Aligning with Customer Buying Behaviors• Creating Differentiated Offerings

Sales Effectiveness Solutions Suite: Individual Offerings

Program Name	Program Description
<i>Turbocharging Discovery Agreements</i>	Salespeople learn how to strengthen their Discovery skills to differentiate themselves as trusted advisors and, ultimately, close more business. Application activities focused on real customers help participants learn how to ask better questions and write stronger Discovery Agreements that deeply connect with the customer's definition of value.
<i>Turning Information into Sales</i>	Accomplished salespeople are able to conduct comprehensive discovery with their customers. This advanced discovery course helps salespeople turn the information they gather into business intelligence that they can leverage into high-value solutions for customers and improved sales results for their own organizations.
Strategic Skills	
<i>Counselor Prospecting</i>	<i>Counselor Prospecting</i> will help your salespeople convert suspects into good prospects. It addresses the challenge of prospecting and provides the process and skills for finding and accessing the right people at the right accounts.
<i>Negotiating to Yes™</i>	For many salespeople, actually closing the deal is by far the greatest challenge. Our <i>Negotiating to Yes™</i> set of offerings leverages the power of side-by-side problem solving as a means to forming mutually beneficial agreements.
<i>Sales Advantage Series— Strategist Modules</i>	<i>Sales Advantage Series</i> helps the salesperson view the customer as a total business—understanding the priorities, processes, and structure. The <i>Sales Advantage Series—Strategist Modules</i> focus on building the skills to provide a source of advantage to their own selling organization. This requires the salesperson to select high-return opportunities and employ an approach that brings in business with a targeted expenditure of limited sales assets and, ultimately, creates advancement against the competition. The Strategist Modules include: <ul style="list-style-type: none">• Managing Decisions• Managing Competition• Managing Opportunities
<i>Sales Navigator— for Salespeople or Sales Managers</i>	This multi-rater survey tool is designed for measuring the performance of salespeople or sales managers. It diagnoses each participant's professional knowledge, skills, and abilities, enabling better allocation of limited development resources.

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, our offerings include components and activities that enhance Participant Readiness, Learning Transfer, and Organizational Alignment. Participant Readiness prepares salespeople and managers for the overall learning experience, Learning Transfer design embeds practice and use of new skills, and Organizational Alignment ensures the organization supports the use of the new skills.

These offerings, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities and can be integrated with your sales processes.

Wilson Learning is a global leader in human performance improvement solutions with operations in the United States and 50 other countries worldwide. For more than 50 years, we have helped some of the world's best-known organizations solve their sales performance problems and achieve their business goals.